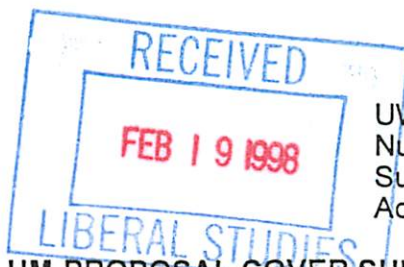


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Action-Date: _____

97-52dd

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person B. Gail Wilson (BGWILSON) Phone X3210
Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

☒ **COURSE** Media Present Skills
Suggested 20 character title

☒ **New Course*** CM 205 Media Presentation Skills
Course Number and Full Title

☐ **Course Revision** _____
Course Number and Full Title

☐ **Liberal Studies Approval +** _____
for new or existing course Course Number and Full Title

☐ **Course Deletion** _____
Course Number and Full Title

☐ **Number and/or Title Change** _____
Old Number and/or Full Old Title

New Number and/or Full New Title

☐ **Course or Catalog Description Change** _____
Course Number and Full Title

☐ **PROGRAM:** ☐ Major ☐ Minor ☐ Track

☐ **New Program*** _____
Program Name

☐ **Program Revision*** _____
Program Name

☐ **Program Deletion*** _____
Program Name

☐ **Title Change** _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

[Signature] 12/15/97
Department Curriculum Committee

[Signature] 2/18/98
College Curriculum Committee

[Signature] 12/15/97
Department Chair

[Signature] 2/18/98
College Dean

+ Director of Liberal Studies (where applicable)

*Provost (where applicable)

Syllabus of Record

I. Catalog Description

CM 205 - Media Presentation Skills

3 credits
3 lecture hours
0 lab hours
(3c-0l-3sh)

Prerequisites: CM 150

This course introduces students to basic presentation skills, emphasizing the use of media to enhance presentations. Students will research, organize and write presentations, design appropriate media and deliver presentations in various settings, including to large groups, on-camera and in groups with other students.

II. Course Objectives:

At the conclusion of the course the students will be able to:

- ◆ appreciate the importance of public presentations in the communications field
- ◆ organize, write and deliver effective presentations
- ◆ design effective media for use with presentations
- ◆ understand how media is used to enhance presentations
- ◆ develop confidence in making presentations
- ◆ evaluate presentation skills and work to improve effectiveness as a presenter
- ◆ critically analyze other presentations to learn new presentation techniques
- ◆ understand the importance and need for small group interaction and team building for making group presentations

III. Course Outline

Week #1 (3 class hours)

- Introduction/discussion of course requirements
- Analysis of Effective Presenters
- Videotape viewing of selected presentations
- Selecting & narrowing presentation topics

Week #2 (3 class hours)

- Planning the Presentation
- Understanding & Analyzing the Audience
- Researching & Organizing the Presentation

Week #3 (3 class hours)

- Writing & Editing the Presentation
- Designing Presentation Materials
- Supporting ideas with Research & Evidence

- Week #4 (3 class hours)
- Delivering the Presentation
 - Overcoming anxiety
 - In-class Presentation #1
- Week #5 (3 class hours)
- In-class Presentation #1
 - Evaluation & Individual Critiques of Presentation #1
- Week #6 (3 class hours)
- Presenting to the Camera
 - Using the teleprompter & scripts
- Week #7 (3 class hours)
- In-class Presentation #2
 - Evaluation & Individual Critiques of Presentation #2
- Week #8 (3 class hours)
- Designing & Handling Media for presentations
- Week #9 (3 class hours)
- In-class Presentation #3
- Week #10 (3 class hours)
- In-class Presentation #3
 - Evaluation & Individual Critique of Presentation #3
- Week #11 (3 class hours)
- Body Language & Dress
 - Group Presentation Situations
 - Presentations in Different Situation
 - large groups
 - board rooms
 - persuasive/sales presentations
- Week #12 (3 class hours)
- Team Building and Decision Making
 - Presentation #4
- Week #13 (3 class hours)
- Presentation #4
 - Evaluation & Individual Critiques of Presentation #4
- Week #14 (3 class hours)
- Improving Presentation Skills
 - Group presentations

The two hour final exam block will be used for additional group presentations and for the evaluation and individual critiques of the group presentations.

IV. Evaluation Methods

The final grade for the course will be determined by the successful completion of the following assignments. Students are required to complete five (5) in-class exercises. Each student will organize, outline and deliver four individual presentations and one group presentation during the semester. Each of the assignments will require progressively more sophisticated use of media, culminating in a group presentation using a computer presentation package such as Power Point.

Each presentation will be videotaped and students will be required to provide a written evaluation of each of their presentations.

Students will also be required to critically analyze two speeches, according to guidelines provided. Additional guidelines and evaluation criteria will be provided, in writing, for each assignment.

Assignments:

In-class exercises :	5X20 points each	=	100 (20% of total)
Individual presentations:	4X30 points each	=	120 (24% of total)
Individual evaluations:	4X20 points each	=	80 (16% of total)
Group Presentation:	1X100 points	=	100 (20% of total)
Critical Evaluations:	2X50 points	=	100 (20% of total)
Total Points Possible		=	500

Grading Scale: Grades are calculated by totaling the points received on all assignments and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

90-100%	=	A
80-89%	=	B
70-79%	=	C
60-69%	=	D
below 60%	=	F

The faculty member reserves the right to make adjustments to grades based on individual performance.

V. Required Textbooks, supplemental books and readings

Required Textbook: Engleberg, Isa N. (1994) Principles of Public Presentations

VI. Special resource requirements

Students are required to purchase a new ½ inch VHS videotape for videotaping purposes. Students will also find it necessary to purchase materials needed to produce media aids for individual and group presentations.

VII. Bibliography

- Adler, Ronald & George Rodman (1997) Understanding Human Communication. Holt, Rinehard and Winston, Inc.
- AVC Presentation for the Visual Communicator. (1991) PTN Publishing, Melville, NY.
- Benjamin, James & Raymie McKerrown (1994) Business and Professional Communication. Addison, Wesley, Longman.
- Brydon, Steven R. & Michael D. Scott (1997) Between One and Many. Mayfield Publishing
- Engleberg, Isa (1994). Principles of Public Presentations. Addison, Wesley, Longman.
- Fletcher, P. (1998). How to design and Deliver a Speech. Addison, Wesley, Longman.
- Gregory, Hamilton (1996) Public Speaking for College and Career. McGraw-Hill Companies.
- Griffith, Laurel T. (April 1988) "Audiovisual Checklist", The Toastmaster, pp. 25-26.
- Hoff, Ron (1992) I Can See You Naked: A fearless guide to making great presentations. Andrews & McMeel, Kansas City.
- Knapp, Mark L. & Judith A. Hall (1997) Nonverbal Communication in Human Interaction. Harcourt Brace & Company.
- Leech, Thomas (1993) How to Prepare, Stage and Deliver Winning Presentations. American Management Association, New York.
- Samovar, Larry A. & Jack Mills (1995) Oral Communication. Brown & Benchmark.
- Verderber, Rudolph F. & Kathleen S. Verderber (1992) Inter-Act: using interpersonal communication skills. Wadsworth Publishing.

Course Analysis Questionnaire

Section A: Details of the Course

- A1 This course will be an elective for students in the B.S. in Communications Media major.
- A2 This course does not require changes in the content of existing courses or requirements for other programs.
- A3 This course has been offered as CM 281 for two semesters. Twenty-five students were enrolled in the course each time.
- A4 This course is not intended to be dual-level.
- A5 This course will not be offered for variable credit.
- A6 Similar courses are offered at other institutions
Presentation Making - Seton Hill College
Introductory Presentations - Millersville University
- A7 The content of this course is not required by any accrediting agency, however media professionals note the need for graduates to have competent presentation making skills. The results of a recent 5-year review by the Communications Media Department clearly indicated a need for instruction in this area.

Section B: Interdisciplinary Implications

- B1 This course will be taught by one instructor, a member of the Department of Communications Media.
- B2 Two courses are currently offered by other departments at IUP that may have some similar content, EN 310 - Public Speaking and JN 491 - Presentation Making. CM 205 is designed to be specific to the communications field and presentations will emphasize communications topics and related areas and the use of media. The course also includes a section specifically related to on-camera television performance. See attached letters of support included with the B.S. in Communications Media program revision
- B3 Seats for Continuing Education students will be available as needed.

Section C: Implementation

- C1 Faculty resources are adequate. This course will be offered once a year to replace other courses being deleted in the over all curriculum revision and is being accommodated in the faculty rotation plan provided.
- C2 Current resources are adequate to teach this course. No new resources are required.
- C3 No resources for this course are funded by a grant.
- C4 It is expected this course will be offered once a year. There are no seasonal restrictions on the offering of this course.
- C5 One section of this course will be offered during the semester.

- C6 Twenty-five students will be accommodated in each section. The enrollment is limited by the number of presentations to be made and the time needed to schedule those presentations during the semester.
- C7 No professional society recommends enrollment limits on the course.

Section D: Miscellaneous

Not applicable